

JOB DESCRIPTION

Strategy - Creative/ Brand Strategist

Key Requirements:

- Work experience - 1.5 - 3.5 years
- Skill set - Creative thinking, Strategic thinking, verbal and visual presentation
- Understanding of advertising, briefs and creating content, video, influencer strategies.

Key Responsibilities:

- The ability to understand clients' problems with regards to the objectives to be achieved through Social Media (on various Social Media platforms like Facebook, Twitter, Youtube, Pinterest, Instagram) and create SM strategies as and when required.
- Identifying moment marketing opportunities to increase brand provenance on Social Media Plan.
- Monitor Digital & New Media technologies and competitor offerings to keep up with advertising trends
- Conduct thorough research on assigned brands/projects/pitches also including but not limited to new trends, on-going campaigns, creative innovation
- Understanding the brief from the Brand Manager and assisting in creating digital marketing strategies that align and support clients digital plans to align with current campaigns and to plan for new engagements that will bridge the gap.
- Create quality and creative presentations for the ideas, strategies to be pitched and be able to present them with clarity
- Craft interesting and disruptive communications for retainer campaigns & pitches
- Collaborate with team and cross functional teams to brainstorm/ ideate for brand campaigns.
- Process feedback and implement the same until closure.
- Follow internal processes set by the team and the organisation.